

H2020-LC-GV-2018



Integrated, brand-independent architectures, components and systems for next generation electrified vehicles optimized for the infrastructure

Innovation Action (IA)

Grant Agreement — 824311



ACHILES

Advanced Architecture Chassis/Traction concept for Future Electric vehicles

D6.8

Cluster dissemination & communication strategy



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 824311

DOCUMENT INFORMATION

Public

D6.8 Cluster dissemination & communication strategy

Authors	Stella Arapoglou (VUB), Ashleigh Hruz (VUB), Eva Flora Varga (VUB)
Responsible person	Stella Arapoglou (VUB)
Nature	Document
Status	Final

Change History

Version	Date	Description	Issued by
1.0	03.04.2019	Initial Version	VUB
2.0	19.07.2019	2 nd draft	VUB
3.0	22.07.2019	Revision and internal review	VUB
4.0	30.07.2019	3 rd draft, consortium revision	VUB
5.0	31.07.2019	Final	VUB

Disclaimer/ Acknowledgment



Copyright © The content of this report has been produced under the EC contract 824311. It is the property of the ACHILES consortium and shall not be distributed or reproduced and/or disclosed, in any form or by any means without formal approval of VUB and the ACHILES Consortium. The content of this report is protected by copyright. Persons wishing to use the contents of this report shall submit a written request to the following address: Vrije Universiteit Brussel Pleinlaan 2, 1050 Brussels.

The content of this report does not reflect the official opinion of the European Union. Responsibility for the information and views expressed in the report lies entirely with the author(s).

Abstract for dissemination (PU)

Abstract	<p>The present document provides the guidelines and the methodology for the implementation of the communication strategy of the E-VOLVE virtual Cluster. D6.8 has been developed by VUB as coordinator of the H2020 Project ACHILES, who is overall in charge of the communication and dissemination strategy of the Cluster.</p> <p>The aim is to maximize the potential impact of the E-VOLVE Cluster. The initial version sets the approach and objectives, while the outcomes of all dissemination and communication activities will be reported in the intermediate and final versions of the DCP. The document presents the communication and dissemination plan as well as all actions and activities for its implementation.</p>
-----------------	--

Contents

- 1. INTRODUCTION 5**
- 1.1 The E-VOLVE Cluster 5
- 1.2 Cluster Members 7
- 1.3 Cluster Objectives..... 8
- 2. DISSEMINATION OVERVIEW 9**
- 2.1 Goals 9
- 2.2 Target Audiences10
- 2.3 Communication channels10
- 2.4 Roles and Responsibilities11
- 2.5 Monitoring11
- 3. DISSEMINATION AND COMMUNICATION ACTIONS 12**
- 3.1 Internal Procedures12
- 3.2 Working Groups13
- 3.3 Dissemination activities13





- 3.3.1 Project Poster 13
- 3.3.2 Project Newsletter 13
- 3.3.3 Organization of Events 13
- 3.3.4 Participation in events 14
- 3.3.5 General articles publication 14
- 3.3.6 Specific mailing lists..... 14
- 3.3.7 Project Templates 15
- 3.3.8 Intranet..... 15
- 3.3.9 Cluster visual identity..... 15
- 3.3.10 Cluster website 15
- 3.3.11 Social media..... 15
- 3.3.12 Book publication 16

- 3.4 Post-project planning16**

- 4. DATA SECURITY AND INTELLECTUAL PROPERTY 16**

- 5. ACKNOWLEDGEMENTS 16**



1. Introduction

The present document provides the guidelines and the methodology for the implementation of the communication strategy of the E-VOLVE virtual Cluster. D6.8 has been developed by VUB as coordinator of the H2020 Project ACHILES, who is overall in charge of coordinating the communication and dissemination strategy of the Cluster.

To fully implement the present Communication and Dissemination Strategy, the following essential documents have been taken under consideration:

- ✓ The ACHILES Grant Agreement;
- ✓ The H2020 Online Manual about Dissemination and Communication¹;
- ✓ Fact Sheet: The Plan for the Exploitation and Dissemination of Results in Horizon 2020².

The present deliverable aims to maximize the potential impact of the E-VOLVE Cluster. The initial version sets the approach and objectives, while the outcomes of all dissemination and communication activities will be reported in the intermediate and final versions of the DCP.

1.1 The E-VOLVE Cluster

The virtual E-VOLVE (Electric Vehicle Optimized for Life, Value and Efficiency) Cluster is developing, promoting and implementing synergies between six H2020 projects. The purpose of the Cluster is to execute joint dissemination and potential exploitation activities.

The concept

In order to connect parallel R&D activities in complementary areas and to implement a higher potential produced by intersectoral cooperation, the E-VOLVE virtual Cluster has been set up. The Cluster will produce greater impact by promoting innovations that cover a wide range of electric vehicles (EVs) components, designed especially for the new (3rd) generation of EVs to meet the future mobility needs both for urban environment and inter-city trips while meeting as well the requirements in energy efficiency, usability and cost that the market demands. The E-VOLVE virtual Cluster member projects are focusing on developing

¹ <https://bit.ly/2XXcmir>

² The Plan for the Exploitation and Dissemination of Results in Horizon2020, <https://bit.ly/1KDndBF>

components that, working all together in synergy, can meet the future requirements in energy efficiency, fast charging and increased driving range.

Each project that participates in the E-VOLVE Cluster addresses the challenges outlined in the GV01 call topic. It is aligned with the ERTRAC roadmap³. The E-VOLVE cluster focuses on its member projects' complementarities and will allow enlarging their individual reach and impact.



E-VOLVE

EV for Life, Value, Efficiency

The aim of this Cluster is to:

- Avoid isolated, parallel development;
- Strive for consistency in actions;
- Early consolidation of results;
- Ensure sustainability of project results;
- Foster take-up of results by new initiatives (avoid "re-invention of the wheel");
- Align technologies to achieve higher impact on potential customer.

³ European Roadmap Electrification of Road Transport 2nd Edition, <https://bit.ly/2y2WOeu>

1.2 Cluster Members

Project	Project Partners
 Grant Agreement No 824311	        
 Grant Agreement No 824290	           
 Grant Agreement No 824295	        
 Grant Agreement No 824244	            

 <p>Grant Agreement No 824335</p>	
 <p>Grant Agreement No 824250</p>	

1.3 Cluster Objectives

The Cluster member projects will cooperate on communication and dissemination to increase visibility of all projects' activities and to promote the Cluster's identity and objectives, which are:

- Setting up a website with links to the websites of all 6 partner-projects;
- Organising meetings (virtual and face-to-face) between projects where this is useful and of added value;
- Coordinating common dissemination / exploitation activities, including a final event;
- Coordinating joint events (workshops, conferences, training courses, etc.);
- Participating in events for the promotion of the Cluster brand and all projects' outputs;
- Communication of relevant events / information towards all partners involved;
- Position paper(s) and input to roadmap(s);
- Establishment and realization of different working groups based on project scope.

2. Dissemination Overview

All Cluster members will use the Cluster Communication and Dissemination Strategy as guidelines for the achievement of the objectives set.

Target audiences have been defined, and key messages will be communicated accordingly. Respective channels and tools were and will be chosen and set up in order to ensure maximum visibility and raise awareness. Moreover, quantified indicators are set for monitoring of the implementation of the communication strategy. The indicators will be updated in the following versions of the deliverable, if necessary.

To enhance the monitoring and success of the communication and dissemination strategy, roles and responsibilities are also described and were established.

2.1 Goals

The E-VOLVE Cluster was presented to the EC in the proposal stage of the GV-01 call and was approved together with the award of its six successful projects (ACHILES, Selfie, Cevolver, Sys2Wheel, FITGEN, EVC1000). The projects in the Cluster aim to deliver a consistent package of innovations that together cover the drivetrain, overall secondary systems, battery thermal management and active chassis and braking part.

To promote the Cluster brand and to become attractive, the present document describes the strategy. The DCP presents specific actions that should be realized in order to reach maximum engagement.

The specific goals are:

1. To communicate Cluster activities, news and developments;
2. To disseminate Cluster results and outputs;
3. To attract and involve different audiences (stakeholders, EU agencies, projects, industry, general public) and engage them in the communication activities so that they further maximise the impact and raise awareness regarding the Cluster results;
4. Attract projects to join the Cluster.



2.2 Target Audiences

According to the goals of the Cluster as stated above, there are three intended audience groups that the Cluster aims to influence:

- ✓ General public, Press: people and/or groups with general interest in the EV sector. Clear and non-technical information will be provided, in order to maximize impact and to raise awareness, to further disseminate information and to multiply dissemination results;
- ✓ Specialized audience (EU Agencies, relevant associations and stakeholders, Automobile industry, research teams and organizations): technical information will be provided to interested parties, whom will also be invited to attend the Cluster's events in order to further disseminate information and to multiply dissemination results;
- ✓ H2020 projects: to welcome more projects as members and/or to involve them as specialized audience (as described above).

2.3 Communication channels

Different media will be used for the Cluster's networking:

1. Website: hosts the Cluster's and its member projects' description and developments as well as Cluster news, in order to attract specific audiences.
2. LinkedIn: Promoting Cluster news will increase visibility and attract collaborations. LinkedIn, as a professional social media offers targeted reach, versatility and tailored audiences.
3. Twitter: Twitter campaigns will promote Cluster news. Twitter advantages are the key word targeting, the engaging tools available and the tailored audiences.
4. Events: networking will result from participation and organization in specific events.
5. Newsletters: will promote the Cluster's brand and circulate news to relevant stakeholders and agencies.
6. Visibility material: will promote the Cluster's brand.



2.4 Roles and Responsibilities

As described in detail in the E-VOLVE Cluster Common Framework (Selfie H2020 Project D8.3 Common Framework from cluster alignment steps), the management structure involves:

1. Cluster coordinator: Coordination of the activities within the Cluster is effectuated by the SELFIE project coordinator;
2. Communication and dissemination coordinator: ACHILES is the project in charge of the dissemination and communication strategy;
3. Cluster Executive Board; the highest decision-making body. The Board decides on the admission of the new members. It consists of the coordinators of the projects: at this stage, six project coordinators, Selfie project manager, ACHILES project manager and the Cluster's manager.
4. Cluster Assembly: Cluster assembly consists of Executive Board and the coordinators of the projects that will join the cluster at a later stage.
5. Cluster manager: meetings organization and preparation, implementation of the communication actions, implementation of the Board's and the Assembly's decisions, repository/archiving responsibilities.

2.5 Monitoring

The day-to-day implementation is the responsibility of the Cluster Manager, who acts upon the decisions of the Cluster Assembly and the Cluster Executive Board. All communication and dissemination activities will be overseen by the Cluster Assembly, ensuring that the strategy is implemented as planned and that the foreseen results are produced. The Cluster Manager will follow and monitor the quantification of results, reporting back to the Cluster Assembly.

If results and targets as planned are not met, the Executive Board will take further action. More details will be provided in the following two versions of the present document.

For the successful monitoring of the Cluster dissemination, indicators are set to support the implementation of the strategy:

Indicator	Number	When
<i>Number of applications to attend conferences</i>	8	Y1-Y4

<i>Number of applications to attend workshops</i>	2	Y1-Y4
<i>Number of events organized</i>	2	Y2, Y4
<i>Number of general articles published</i>	4	Y1-Y4
<i>Number of invitations to potential new members</i>	6	Y1-Y4
<i>Number of newsletters sent</i>	8	Y1-Y4
<i>Number of unique website visitors</i>	200	Y1-Y4
<i>Number of poster templates</i>	2	Y1-Y4
<i>Number of books published</i>	1	Y4

3. Dissemination and Communication Actions

According to the ACHILES Grant Agreement, Articles 29 and 38, there is a clear obligation for the beneficiaries to communicate and disseminate all project results and outputs in an effective manner.

To that direction, in addition to D6.1, the project DCP, the E-VOLVE Cluster is also setting specific actions, outputs and targets for the realization of a successful communication and dissemination plan.

3.1 Internal Procedures

The internal cluster communication is coordinated by the Cluster Coordinator and implemented by the Cluster Manager, who is in charge of circulating all information and facilitate meetings.

The Cluster Executive Board will meet every three months virtually. The agenda for each meeting will be prepared by the Cluster Manager and will be circulated seven calendar days before the meeting. The minutes of meetings will be stored on the Cluster Repository after each meeting.

The Cluster Repository will be managed by the Cluster Manager, with the support of FITGEN. All deliverables and relevant documents will be kept there.



3.2 Working Groups

The Cluster's knowhow is planned to be categorised in different working groups. Three groups have already been proposed and approved during the first coordination meeting:

1. Energy and thermal management,
2. Powertrain,
3. Energy efficiency.

This list of working groups might not be exhaustive, as different other groups might be created with the expansion of the Cluster. The partners contributing to each of the working groups will be defined according to the project topics.

The working groups will define their way of everyday management, meetings, etc., depending on the needs and necessities, the demand, the potential events to participate, etc.

3.3 Dissemination activities

The E-VOLVE virtual Cluster's communication and dissemination strategy will be implemented through various channels, using different tools.

3.3.1 Project Poster

One or more posters will be designed and printed in order to promote the Cluster's brand at conferences, workshops and other events where the Cluster will participate. The poster will include the Cluster logo and the design will be based on the Cluster's colour palette and visual identity.

3.3.2 Project Newsletter

Biannual newsletters will be developed at Cluster level, with contribution from all member projects. It will be disseminated to all interested parties.

3.3.3 Organization of Events

Two dedicated events at cluster level will be organised by the Cluster Board. Key external stakeholders from the E-VOLVE projects and representatives from the EC will be invited, as well as other external stakeholders that can get involved in the Cluster's proceedings.



3.3.4 Participation in events

Events participation is a key objection for the E-VOLVE Cluster, since it allows maximum visibility and dissemination. The networking opportunities are highly increased, especially through participating in EC or H2020 events.

Some key pre-identified events to participate in (if accepted/invited):

- ✓ ICCVE 2019
- ✓ TRA 2020
- ✓ Internationale Automobil Ausstellung (IAA)
- ✓ Zero CO2 Mobility
- ✓ iModBatt/GHOST Workshop
- ✓ Car Symposium
- ✓ GSVF - Grazer Symposium VIRTUAL VEHICLE
- ✓ CO2 Reduction for Transportation Systems Conference
- ✓ Thermal management for EV/HEV
- ✓ Vehicle thermal management systems conference
- ✓ Innotrans
- ✓ EARPA meetings
- ✓ ERTRAC meetings
- ✓ EGVI events
- ✓ European Mobility Exhibitions
- ✓ European Research and Innovation Days

It should be noted that this list is by no means exhaustive and will be further enhanced with relevant events in the next versions of the present document.

3.3.5 General articles publication

Together with the update of the Cluster website news section, general articles will be published, when possible. The topic of the articles can be related to projects' developments, Cluster news, etc.

3.3.6 Specific mailing lists

Mailing list under cluster website domain to be used for internal communication.



3.3.7 Project Templates

Specific templates with the project logo have been developed. They will be used by all Cluster members at all occasions. PPT template will be used for all presentations of the cluster. DOC and EXCEL templates will be used for reports, deliverables, events organization, etc.

3.3.8 Intranet

The Cluster's common space and repository has been set up. It was decided that Sharepoint should be the Cluster's intranet and it was immediately organized. It has been included in the Cluster's [website](#) and also in the ACHILES [website](#).

3.3.9 Cluster visual identity

The Cluster's visual identity has been presented and described in detail in deliverable D6.6. It includes the project logo and the basic communication material (templates, poster, etc.). It also presents the project website, the social media accounts and all other available communication and dissemination tools.

3.3.10 Cluster website

The Cluster's website has been developed and will be constantly updated. It includes: presentation of the Cluster members, presentation of the Cluster, a news page and a contact form. The website is available [here](#).

The website will be promoted with every opportunity (communication material, presentations, newsletters etc), since it can eventually evolve into a virtual cooperation platform and in that sense, it is one of the most effective communications tools.

3.3.11 Social media

Two social media accounts have been created (LinkedIn and Twitter). The two platforms were chosen because they offer many advantages, as described in D6.6. They will be used to promote Cluster and project news, interact with other H2020 projects, European Agencies and stakeholders. The Cluster's branding can also be promoted and ensure the logo's dissemination visibility.



3.3.12 Book publication

A common book will be published through cooperation of all Cluster members. Potential topics for the book include the Cluster results and outputs, any experiences to be shared as a good practise, roadmap on evolution of e-mobility in Europe, policy recommendations and the project members' contribution.

3.4 Post-project planning

The future of the E-VOLVE virtual Cluster will be described in the next two versions of the present document. That way, the Cluster will have the time to mature and any post-project planning will be feasible.

4. Data security and intellectual property

For a smooth project implementation, E-VOLVE Cluster uses SharePoint to archive and share data and files. Access has only been given to specific persons involved in the cluster, in order to ensure data security and uninterrupted change management.

No issues relevant to intellectual property are raised by the E-VOLVE Cluster. On the contrary, the Cluster aims to publicize all sharable results, public domain deliverables and other outputs that will be produced in the context of the Cluster.

However, all data, deliverables, information, outputs and results of the Project Members will remain confidential according to their Grant Agreement and their Consortium Agreement. Moreover, all internal (Project) strategies and guidelines (Data Management, Ethics Strategy, etc.) will be explicitly respected by the Cluster and no information will become public, unless explicit consent by the Project owner is provided.

The E-VOLVE Cluster will respect and abide by all guidelines and regulations, both on Project level and on EU level (e.g. GDPR).

5. Acknowledgements

The E-VOLVE virtual Cluster is under realization due to the initiative and support of the six granted H2020 projects of the GV-01 Horizon2020 call:

- ✓ ACHILES



- ✓ Selfie
- ✓ Cevolver
- ✓ Fitgen
- ✓ Sys2Wheel
- ✓ EVC1000

These projects came together to enhance the parallel implementation and to ensure sustainability. The input gained from each project has been decisive. Each Consortium has contributed greatly in the knowledge transfer. The resulted project collaboration is expected to produce significant added value.

Through dedication, enthusiasm and democratization of the information, these six H2020 projects managed to develop the virtual Cluster in a way that ensures successful results, e.g. strong alliances in the EV sector.

